

ABSTRACT

A method and system for presentation of information in a document to allow for personalization of content and user response. The method for presentation of
5 information in a document, including:

establishing personalized user content preferences;

selecting and formatting information corresponding to the content preferences;

and

printing the formatted information in a document with at least one user
10 interactive element which enables a user to indicate a response to associated information in the document by interacting with the element using a sensing device which is adapted to transmit response data to a computer system.

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